

From: Blumenson, Gail on Mon, Jun 6, 1994 1:32 PM

Subject: IdeaLab meeting - 6/8

To: Bickett, Joe; Bonhomme, Jeanne, Heretuck, Dick, Lopez, Alejandro, Talley, Pete

Cc: Beran, Dave, Nelson, Timothy

We will be meeting with Melissa David and Brenda Williams from Leo Burnett on Wednesday, June 8th from 11:00 to 1:00 in conference room 8C. The agenda will be as follows:

- A brief overview of IdeaLab highlighting the projects that have been done for Philip Morris
- A discussion of the current project's needs and objectives -- for this Burnett has asked that we begin to think about the following
 - Project focus/objective
 - Relevant background information (I will pull together some brief overview on menthol)
 - What has been previously tried or thought of
 - Ideas to work on/further develop
 - What we want out of the lab (breadth vs. depth, etc.)
 - What the group could do to exceed our expectations

If you have any questions please let me know. See you Wednesday.

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